

The

# CREDIT UNION BRIDGE

THE WAY TO ECONOMIC BETTERMENT



Red Cross Bloodmobile Visits CUNA (see page 22)

UNIVERSITY MICROFILMS  
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Credit Union National Association



# Plain Talk

By Joseph DeRamus

Managing Director of the Illinois Credit Union League

**C**REDIT UNIONS NOT AFFILIATED with the organized credit union movement should thank the Divine Province that the great majority of credit unions throughout the United States had the foresight and wisdom to unite together in State Leagues and the Credit Union National Association.

Due to the efforts of the organized credit union movement, the "scalps" of all credit unions have been saved—even those who have been unwilling to assume their just share of the load.

The 1951 Revenue Act as originally introduced in the House of Representatives provided for the repeal of the tax exempt status of credit unions. It further provided for the withholding of 20% of the dividend paid each individual member. Even in the case where a member's dividend amounted to only 3 cents it would have been necessary to withhold 1 cent. This withholding requirement with its ensuing reports and withholding receipt for each individual member would have resulted in a tremendous amount of detail work—and would have cost each credit union considerably more than the amount of League dues.

To further complicate matters, the Internal Revenue Department issued a ruling that beginning January, 1952, each credit union would be required to file an annual report giving the name and address of each individual member, along with the share balance and the amount of dividend paid. Can you visualize the amount of detail work this ruling would require?

The Credit Union National Association, in presenting its case to the Internal Revenue Department, was fortified with the original dividend work sheets of more than 300 representative credit unions from all sections of the country. Through the efforts of our National Association the ruling was revoked.

Credit unions today are free of confiscatory taxation and unhampered by legislation and rulings solely because the state League's throughout the United States, working in co-operation with the Credit Union National Association, were strong enough to protect the interests of the movement.

The Illinois Credit Union League, despite the fact that it is the largest League in the United States, alone could accomplish very little with the National Congress. But when all the Leagues pooled their strength, it was possible to accomplish much. It took the full strength of the organized movement to do the job.

Thanks are due to the hundreds of credit unions in Illinois for their prompt response to the League's request to write and wire their representatives in Congress. Credit unions in congressional districts 5 and 15 did an outstanding job in contacting their respective congressmen who were members of the House Ways and Means Committee. It was before this Committee that we had our real test—and where the case for credit unions was actually won.

Credit unions which have contributed nothing to the maintenance of the Illinois Credit Union League, should at least thank the 865 credit unions which do support it. These 865 credit unions should be thanked for their far-sightedness, their unselfishness and their generosity.

These 865 credit unions have not only made possible the great development and progress of the movement in the state, but they have also added their strength in protecting the movement.

The credit union that says it doesn't need the League is "talking through its hat." What it is really saying is that it is content and willing to ride along on the "band wagon" at the expense of those who support the movement.

There will always be some looking for a free ride. They should at least thank those who are providing the transportation.

The cost of organization is never as great as the cost of the lack of it.

But in order to have organization someone has to pay for it. So here's a 21-gun salute to the 865 credit unions in Illinois who are helping to make credit union history!

## The Credit Union Bridge

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CREDIT UNION NATIONAL ASSOCIATION

Madison 1, Wisconsin

E. K. WATKINS, Editor

CHAS. G. HYLAND, Business Manager

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The Credit Union Bridge

# THE GREAT THING ABOUT A CREDIT UNION

By Howard C. Custer

**J**IM WALKED WEARILY, even though it was morning, from his house and down the avenue to his bus stop.

Henry Miller was already there. Henry stuffed his newspaper in his coat pocket as Jim walked up.

"Mornin', Jim," he said with a beautiful smile on his homely face. "Swell morning, isn't it?"

Jim looked at the sunny winter morning and had to agree that it was . . . Frankie Skinner, a neighbor boy, went running by with his dog.

"There goes one swell kid," Henry said.

Jim nodded. A short time ago his face would have lighted up in enthusiastic agreement with Henry on both statements. It was a swell morning and Frankie was a swell kid.

But this morning it was clear that Jim was in no mood to appreciate excellence—either mundane or human.

"Aren't you feeling well, Jim?" Henry asked.

"I'm worried sick, Henry," Jim answered before he thought, really. He and Henry were good friends; they both worked at Goodman's, they usually traveled back and forth to work together; they often played Euchre together during their lunch hour; and the neighborhood social and community life brought them together often. However for all that they had never become close, confidence-sharing friends. Jim hadn't intended to unburden himself to Henry even now, but the seriousness of his worry brought the words out.

"I'm worried sick, Henry," he said.

"What's the trouble, Jim?" Henry's face and voice showed both sympathy and encouragement.

But just then their bus came along. "Let's talk about it this noon, Jim," Henry suggested. "Sometimes it helps just to talk things over, and maybe I can do something to help."



Howard C. Custer  
Director of Publications

## That Noon

That noon Harry made a point of seeing that Jim and he had a chance to talk privately. They found an empty hand truck to sit on.

"Look here, Jim," he said. "I've been president of our credit union long enough to know that a person's worries usually lose much of their sting when the person shares them with a friend. Especially when there's a credit union in the picture. So give. What's on your mind?"

"It's good of you to ask, Henry," Jim said, "but I don't think you or the credit union can get me out of the mess I'm in."

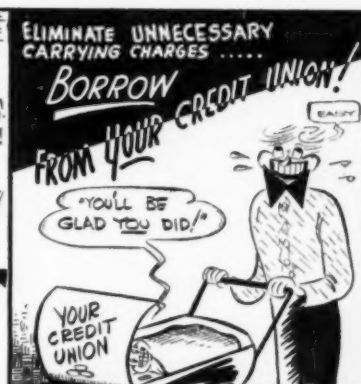
"We've cleaned up messes that were lulus, Jim. You'd be surprised if you knew the number of people in our department who have been helped over tough spots by the credit union; a number of them over mighty tough spots."

"Why don't they talk it up more then? You'd think they would if it had done so much for them."

"They do, Jim. Every day or so another employee comes in to the credit union office at the suggestion of a friend. It's true, perhaps, that none of us are as demonstrative as we should be about our love for our wives or about our appreciation of our credit union. But in our quiet way we are boosting the credit union. We do need a stronger educational program, I'll admit. In fact right now I'm lining up an educational committee. Maybe you'd like to be on it."

"I'm not even a member of your old credit union, Harry. I've been meaning to ask you to tell me more about it."

"But, here, we're getting away from your worries, Jim" Henry exclaimed. "Maybe when we've taken



From ALFI News, Bloomington, Illinois

January, 1952

Hear Gabriel Heatter Broadcast for Credit Unions Tuesdays 7:30 (EST) on Mutual Stations  
Check the program of your local Mutual Station

care of them you will be a member, and anxious to serve on the educational committee. I wouldn't be surprised."

For a moment they puffed on the pipes they were smoking without saying a word. It would be twenty minutes before the noon hour ran out. A nearby Euchre game was going strong. Farther away laughter exploded and was soon absorbed by the vastness of the huge shop. Another unprintable-story meeting in session, Henry thought.

Finally Jim spoke. "I suppose I should have come to the credit union long ago," he said.

"It's never too late," Henry remarked.

#### Jim's Story

"I hope you're right," Jim said, "but I wonder. Here I am. My monthly payments on my house take more of my income than they should. I owe over two hundred dollars in doctor bills. I'm making monthly payments on our refrigerator and our washing machine, as well as on our auto. And now Jessie tells me another offspring is on the way. I don't dare ask the doctor to wait for his money and I don't know how I'll be able to bail Jessie and the baby out of the hospital when the time comes. We're already doing without clothes and food we really need to meet the bills we already have. I've stretched my credit to the breaking point. Even if the credit union were willing to trust me, in spite of all these other debts, I myself don't see how I could meet the payments."

Henry took a couple of puffs on his pipe, and glanced appreciatively at a couple of office girls as they came out of the nearby employee cafeteria. "It might be quite easy," he told Jim. "Often it is possible to consolidate debts in a credit union loan in such a way that the total monthly payments are substantially less than the borrower was previously paying to his various creditors. It is very possible that you might do just that. You would enjoy the satisfaction of having all your creditors paid off. You would have the new cash you need for the new baby. And your payments would be spread over a long period so that you have more left out of each pay check to go for clothes, food and the other day to day necessities and amenities."

#### Dreams Come True

"That would be a dream come true, all right," Jim mused. His face brightened.

"We've made lots of dreams come true that way, Jim. Bob Miller, he's our credit union treasurer, you know, was telling us at the board meeting the other day of one of the fellows we helped recently. Some loan shark had got ahold of him, and was charging over a thousand percent interest on a loan to pay hospital and doctor bills. The loan shark was hounding this fellow both at home and at work, even though he was making regular payments. The payments did not cover the excessive interest, so he was more at the mercy of the loan shark every week. He was getting desperate and was about to do something desperate, when some one told him of the credit union. It didn't take the credit union long to remove the loan shark from the picture and work out a human answer to the fellow's problem."

"Well, what am I waiting for?" Jim asked. The spring had come back into his voice. "Credit union here I come."

"That's a good idea, Jim," agreed Henry, "except that it's almost time



for the whistle to blow. I'll go around with you right after work, and introduce you to Bob."

#### Not What You Might Think

The two friends stood up and started to walk back to their work benches.

"You know, Jim," Henry said, "the great thing about the credit union isn't what you might think."

"No?" Jim encouraged him to go on.

"It isn't the fact that the credit union is handy for you to make share deposits and payments on your loans.

"And it isn't only that the credit union is managed by fellow workers who are your friends, on the job for the specific purpose of help-

ing you work out your own financial problems.

"Nor is it only that the credit union charges low interest rates and pays high dividends on your savings, and furnishes Life Savings Insurance and Loan Protection Insurance, and helps you get more for your money in many ways."

"What, then, is the great thing about the credit union? It must be great if it's more than all those virtues you just mentioned."

#### The Great Thing

"The great thing about a credit union," Henry spelled out, "is this. The credit union is one notable piece of democratic machinery by which people, like you and I, can help build a world of peace and plenty, in place of one of war and want.

"It puts into practical, usable form the idea that people can by pooling their resources and working together produce more for all, than they can by working alone and fighting each other.

"The credit union isn't by any means the only such agency, but it's one—and one that more than most has developed to a high degree democratic methods and spirit.

"If every citizen would only make it one of his projects to further the work of just one agency like the credit union, devoted to the people's overall welfare, we would be much closer than we are to the world we dream about.

"I happen to have two special projects, the credit unions and the Boy Scouts. You might concentrate on church leadership; another might give special attention to the PTA; and so on. But we all should give special attention to at least one civic improvement project; in addition to our general more passive support of every possible good cause.

#### Jim Laughed

"The credit union is certainly worthy of your best support."

Jim laughed. "Your eloquence convinces me that the credit union is at least worth looking into," he said as the whistle called them back to work. "I never dreamed that it might be so significant as all that; and also help me out of my own mess. I rather imagine I'll be anxious to serve on your educational committee."

HEAR GABRIEL HEATTER  
BROADCAST FOR CREDIT UNIONS  
Tuesday's 7:30 (EST) on Mutual Stations

*You Can Do It, Too*

# Organize a Credit Union! . . . Share the Benefits You Enjoy!

Here, in their own words, are the "trade secrets" of successful volunteer credit union organizers. Who are these champions? They're people like yourself, who wanted to share the benefits they enjoyed with others — so they went out and organized new credit unions. Read these reports from them on how they do it, and then go out and organize a credit union! You can do it, too!

## ERNEST C. MOORE:

As a volunteer organizer, Ernie Moore organized 17 credit unions in Georgia. One way he got leads for new groups to organize was by sending the following letter to businessmen in Macon:



My Dear Sir:

Perhaps you have heard from other sources the advantage of a "credit union"

and how it works. The philosophy of the movement is to encourage and promote "thrift" among groups and to allow members to borrow for productive purposes, adversity or sickness at a reasonable rate of interest which is one percent on unpaid balance. Eliminates garnishments and bankruptcy among your employees and insures financial independence. There are 177 credit unions in Georgia with 50,000 members with assets of ten million dollars. There are 22 groups in this county that are enjoying the privileges of a credit union, namely:

Bibb Teachers	Macon Police
Bibb Transit	Macon Textiles
Burke Employees	Macon Water Works
Central of Georgia	Stage-It
C. W. Farmer Co.	S & S Cafeterias
Happ-Grade	Procter & Gamble
Georgia Power	Railway Express
McAfee Candy	Southern Bell Telephone
Macon Federal	Standard Oil Co.
Macon Firemen	Macon Natural Gas
Macon Kraft	Railway Postal Clerks

One business man made this statement: "I have two responsibilities, one, to my employees and one to the public we serve," and when I have adjusted the responsibility to the employees, the respon-

sibility I owe to the public will adjust itself. This business man had reference to the financial status of his employees. He knew that a "thrifty-minded, debt-free employee" would be more satisfactory in his job than one who is worried with how far his salary will go among outside high rate lenders to which he was forced to turn in the absence of a well-managed credit union operated by his co-workers. The credit union interest rate is one percent on unpaid balance. A loan of \$100 would cost the borrower \$5.50 for ten months when payable at the rate of \$10 per month. Shares of stock may be purchased by your employees at the rate of \$5 each. It's a democratic organization, one share—one vote, operating under the Banking Laws of Georgia as any other bank. It's an organization which "teaches your dollars to have more cents, while helping everyone and harming none."

95% of American Business People (in a survey) endorse the credit union plan for their employees, because it is an organization for service to its members rather than for profit.

The credit union is not a charitable organization, neither is its purpose to assist in labor disputes, as for hours and wages or to attempt to settle disputes between management and employees. The good however, derived from the operations of credit unions in business establishments benefits employer and employee alike and harmonizes the working conditions wherever the plan is allowed to operate.

As a volunteer organizer for the credit union movement, I offer my services to you and your employees that I might acquaint you further with the plan.

## ROBERT LAW:

Every organizer has his own methods of approach—I would like to advance my system, hoping it may be of some use to a potential organizer, and send him out as a "missionary" bearing the good tidings to his friends and associates. My system sums itself up in the following "Four Point" program:



1. Contact
2. Sell
3. Organize
4. Follow up

### Contact

1. **Start with an individual.** Explain the credit union story to him fully and in detail; explain the benefits. Supply him with literature. When he knows his organization needs just such help,

2. **Ask him to contact several of his friends,** and bring them to the realization that a credit union is just what the group needs. Using these few people as a base of operations,

3. **Have them call a meeting of their associations and families and invite the volunteer organizer (you!) in as speaker—**

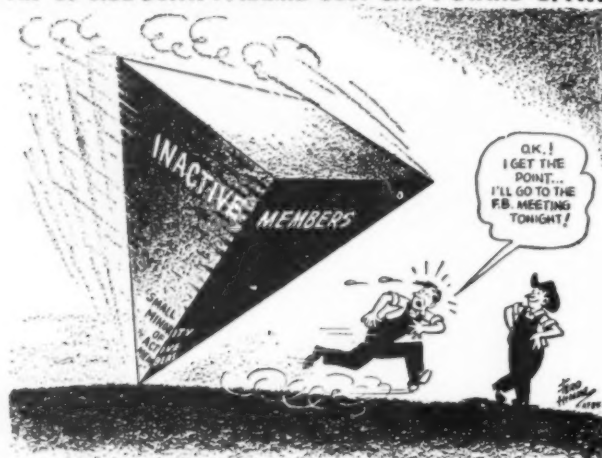
### Sell

1. **At the meeting tell the whole story of credit unions.** Convince them of the aims, methods, successes and vital necessity of a credit union for them.

2. **Be sure to answer all questions.** If questions are hard to get,



## AN UP-SIDE-DOWN PYRAMID JUST CAN'T STAND UP....



make them up and answer them yourself.

3. **Use teamwork.** Take several credit union people with you to the meeting. Assign each his part and have him do his bit.

### Organize

When you have presented all angles of the story, answered all questions then

1. **Throw out the invitation:** "Are there seven people present who feel the need of a credit union for this organization and would be willing to give of their time and effort to put it over?" (Here is where the first contact and the friends he contacted come in.)

2. **Sign the application:** As soon as seven acknowledge their intention, it is only a matter of minutes 'til we have a completed application for a charter. I generally find there is not enough signature space on an application, so many want to sign.

After the application is signed we instruct these people on the officers necessary, and on their duties.

3. **Election of officers:** Don't be discouraged if it's hard to get people to take the jobs. (It always happens!) Strange as it seems they get in business and start working, and it's impossible to stop them once they start. It grows on them all!

4. **Instruct officers:** Take each officer and explain in detail his duties. Do this also for the credit and supervisory committees. (Here is where your credit union friends

you brought along can pitch in and help).

5. **Convince them that they should join the league,** and avail themselves of its many benefits of

### Follow up

Much can be done over the phone but personal contact means so much more. Call on the new credit union, help them on their way. Be a GODFATHER to them. Watch your baby grow!

This outlines the plan I have followed in practically every case and it has proved successful for me. I hope it will help someone else. The need for credit unions is everywhere—go out and find them—They are waiting for you. **Make your first contact this week —you will never regret it. It's real fun!**

### THOMAS WILLIAMS:

The most important requirements for a credit union organizer are 1) A sincere conviction that



there is a definite need for the services supplied by a credit union, and 2) a willingness to devote a little of your spare time to finding the key person who will open the

door to this service for his fellow employees. Here are some of the ways I use to organize new credit unions:

1. Obtain a directory of busi-

ness firms in the city from the Chamber of Commerce. This gives the name of the firm, the names of the officers and the number of employees. Here you can find the firms with sufficient number of employees for a credit union.

2. **My first credit union charter** was secured by introducing my self to the president of a company as a postal employee who was interested in having the workers in his plant adopt a plan similar to the one in operation at the local post office. After hearing the story he introduced me to the factory manager who arranged a time for meeting with the employees.

3. **Talk to your friends and relatives** about credit unions. Find out if they have a hundred or more employees at their place of business

4. **Arrange to get a few of their friends together** to hear the credit union story.

5. **Get the name of the key man** at their plant, or better still, arrange an appointment for a league representative or volunteer organizer.

As you see the credit union you organize grow, and help ever more people bear their financial burdens, your satisfaction will grow, too. As the years go by, the fruits of today's planting will be fully realized!

### MRS. MARION VAN DYK:

I have organized three community credit unions in the following manner:

1. **I saw the need for a credit union.** Two of our small communities here in the Arkansas Valley have no banks. It was about a five or six mile drive to get financial service.

I saw that a credit union right in the town would eliminate a lot of time and trouble.

2. **I talked over the idea of a credit union with several of the key men and women.** After pointing out the many advantages I found them eager to get the idea into full swing.

3. **Next we held a meeting** with the Managing Director of the State league. He explained all about the credit union, and how it worked. From there we obtained three charters.



### The Credit Union Bridge

I can claim little real credit in the matter of picking prospects. They were all within the Grange.

All that was necessary was for me:



1. To recognize areas which had a credit union potential, and

2. Then do plenty of talking, and

3. Above all  
enthusiasm.

exhibit plenty of enthusiasm.

4. It's important to make a through going presentation of the credit union during the organization period, and

5. Continue to give the group careful guidance to get them off on the right foot.

**6. Don't give up because the situation seems unfavorable.** Here are two examples: In one area I worked in, an existing credit union was about to liquidate. Actually, the area it was trying to serve was much too large. I stepped into the southern portion to create a credit union which could better serve, through being closer to its members. Meanwhile I exerted every effort to prevent liquidation.

As a result we now have two credit unions doing a good job.

The older one is reinvigorated and reactivated, and the Grange members are now getting good service.

In another county, it seemed to me a credit union was needed, but the people had recently had their fingers burned by the failure of a co-operative enterprise, because the person in charge did not have business ability. They were reluctant to organize a credit union. It was necessary to encourage and do some clear thinking here! But the results are happy and I am looking forward to seeing this new credit union grow.

The most important requirement in any project is to be sold on the idea yourself. This is not difficult for volunteer organizers because this credit union business has a way of getting in one's blood.

Here are my comments on volunteer credit union organizing:

1. Different conditions and circumstances require different methods.

2. I consider every one either a prospect or at least a prospective proponent of the idea. Don't miss an opportunity to "talk credit union"

3. **A successful credit union must have the backing on all concerned.** Management as well as the

employees should be told all about the plan.

4. **The greatest problem a Volunteer Organizer must surmount is to convince the prospective group that he stands to gain nothing by their organization except the self satisfaction of knowing that he has helped others to prosper.**

Most people look upon organizing credit unions as a very special and highly technical type of a job that only a special trained expert can handle. This trend of thinking is entirely wrong.

I have observed the results obtained by a number of successful credit union organizers and I find that people with only an average amount of education do just about as good a job of organizing as a person with advanced education. This means that thousands of credit union officers and Volunteer workers possess a great wealth of organizing ability that they do not realize they have. The only way they will ever learn how much organizing ability they have is to ignore that cloud of fear and lack of self confidence that has been holding them back, and give credit union organizing a real try.

One does not have to be a college graduate.



The Kable Credit Union, Mt. Morris, Illinois, had the above on the back page of HOT SLUG the employee magazine for the Kable Printing Company.

One does not have to be a public speaker.

One does not have to be a high ranking credit union officer.

The average credit union worker can be a successful organizer.

### 1. If you know this you can organize:

If you have served in a credit union office you should be able to explain what a credit union is, how it operates and in general, answer the usual line of questions asked by a group of new prospects.

### 2. How to do it:

One should develop a credit union story, telling the origin and history of the development of credit unions in Europe since 1849, in Canada since 1900, in the United States since 1909. Tell the story of Edward A. Filene and his \$1,000,000 donation to help establish credit union laws under all state laws and the federal laws, the growth of credit unions in ones own state and chapter and give examples of successful credit unions operated by groups your prospects are familiar with. Make it clear to your prospects that credit unions have

been widely accepted by groups just like themselves. They have learned of the fine benefits and better service furnished them by their own thrift organization.

Explain how a credit union operated close to the members will help them be more thrifty, by making it easy for them to save more money. Explain how a credit union furnishes a friendly liberal loan service at low interest rates and thereby saves them money. Through a credit union they will be building a better security than they have ever enjoyed in the past.

Tell your story enthusiastically for it helps you to develop enthusiasm in your prospects. Ask for a showing of hands, as to how many would like to have a credit union organized to serve their group (the response will be good)—then ask a showing of hands or how many will be willing to be charter signers and make a temporary advance to help with the securing of the charter. (The ones advancing the charter fee will get credit for their money as a deposit, when the credit union starts operating). Invite them to come forward and sign the charter application.

Credit union organizations do not always come easy. I never take no for an answer. Instead I look for new people in the group to talk to. I continue to spread the credit union story. I have worked 2 to 3 years on some groups to sign them up. This is good proof that it pays off to continually follow up on all old prospects. These are my simple rules:

If some one would have said four years ago when I started organizing that I could organize fifty credit unions in four years, I would have told them they were crazy. In the past four years I have organized fifty credits unions and now I hesitate to doubt anyone's ability.

To use a favorite saying of Dr. Coady "Anyone can do ten times as much as they think they can". This saying applies to you also. Start today—Join the Organizers!

### Here's How—

Everything you need to know to organize a credit union is contained in CUNA'S Volunteer Organizer's Kit. Send for one today! There's no charge.

PLEASE POST

## DETROIT NEWSPAPER INDUSTRIAL CREDIT UNION

131 LAFAYETTE W., 409 TRANSPORTATION BLDG., Woodward 1-2962

Office Hours: 9:30 A. M. to 4:30 P. M., Monday Thru Friday—Not Open Saturdays

## WHAT IS THRIFT?

Opinions may differ somewhat on the approach to thrift but the following seems to us to be a good CREDIT UNION answer:

Intelligent buying so as to get the most for your money is thrift;  
Budgeting to enjoy a higher standard of living on one's income is thrift;  
Borrowing from the DNICU to save high carrying charges, to take advantage of money-saving opportunities, or to make investments that will increase health, income, efficiency or happiness, is thrift;  
Planned saving in DNICU to attain definite goals, and for future security, is thrift.

**Our office staff and Official Family stand ready at all times to discuss the matter with you.**

### BALANCE SHEET—OCTOBER 31, 1951

ASSETS		
Cash—On Hand and in the Manufacturers Bank	\$	95,552.45
Loans to Members		878,179.87
Real Estate Loans		159,572.74
Office Equipment and Book Banks	7,912.52	
Less: Reserve for Depreciation	2,795.37	5,117.15
Shares in Other Credit Unions		46,005.00
United States Government Bonds		452,610.00
Accrued Interest on Investments		189.60
City Bank Money Order Fund		15,000.00
Bank Stock Investment		9,000.00
Bank Certificate of Deposit		10,000.00
Total Assets		\$1,671,226.81
LIABILITIES		
Shares	\$1,733,603.73	
Withholding Tax Held		319.70
Undivided Earnings		32,422.01
Guaranty Reserve		46,363.59
Real Estate Escrow for Insurance and Taxes		2,181.35
Net Profit Jan. 1 to Oct. 31, 1951		56,316.43
Total Liabilities		\$1,671,226.81

No. of Members 3231 No. of Borrowers 1854

## YOU NEED the DNICU and the DNICU NEEDS YOU



ROY C. MARSHALL, Treas.-Mgr.

Use Your Credit Union

Above Bulletin used by Detroit Newspaper Credit Union, Detroit, Mich.



# Who? and What? Is Behind The National Tax Equality Assn.?

By H. B. Yates

*The National Equality Tax Association has attached credit unions in more recent months. Mr. Yates gives you the beginnings of this organization, who is behind it, and information to help you understand the N.T.E.A. and to answer the questions that may be raised in your community due to its propaganda.*

**T**HE NATIONAL TAX EQUALITY ASSOCIATION was organized as the result of a meeting called in 1943 by Ben C. McCabe, a Minneapolis grain broker and president of the International Elevator Company, who objected to the farmers of the Northwest marketing their own grain crops through cooperatives. The organization and management of the National Tax Equality Association was taken over by men who held responsible, well-paying positions before the depression of the 30's. Vernon Scott, the main money raiser, formerly did the same kind of work for the California Chamber of Commerce. Loring A. Schuler, former magazine editor is head of the publicity and propaganda. Joe Leopold, the Southwestern exponent of tax equality, formerly represented the United States Chamber of Commerce in the same area.

The United States House of Representatives Select Committee on Small Business, Wright Patman, Chairman, was set up to study and investigate the problems of small business. This Committee attempted a general survey and examination of fifteen national organizations purporting to represent small business by sending out questionnaires followed by registered letters, but the information secured was insignificant and useless. Then it was decided to make case studies of four of the organizations and subpoenas were issued for the leaders. Two of these organizations were the National Tax Equality Association and National Associated Businessmen, Inc., and the hearings of both are found in House Report No. 1675, 81st Congress, 2nd Session, United States Government Printing Office. After the subpoenas were issued, it was discovered that Vernon Scott, the main witness, had planned to leave for England the day that the hearing was to be held, so the meeting was moved up for his accommodation

and because of the rush of business consumed only one and a half hours.

## Congressional Findings

This hearing disclosed many significant facts: Vernon Scott attended the first meeting called by Ben McCabe and had an active part in setting up the organization of the N.T.E.A. in 1943 as well as some thirty-odd state units later. Scott and Schuler, organizers and counselors, in 1946 organized the National Associated Businessmen, Inc. The state affiliates of N.T.E.A. became the affiliates of National Associated Businessmen and most of them changed their names accordingly. N.A.B. stresses tax equality regarding co-ops and emphasizes its small business background. Both N.T.E.A. and N.A.B. have interlocking officers and directors. Vernon Scott of Scott and Schuler is executive vice-president of N.T.E.A. and Loring Schuler is executive director of N.A.B. The same key people work for both organizations. The organizations issue similar literature and similar lobbying reports. N.T.E.A. furnishes Scott his offices in Chicago and N.A.B. furnishes Schuler his offices in Washington.

## Source of Funds

It was brought out by a study of the lobbying reports that the N.T.E.A. financial support is mainly from big business and that the funds flow from N.T.E.A. to the state units of N.A.B. In other words, the N.A.B. which is supposed to be a grass roots organization, is partially fed from the top and used as a front by the N.T.E.A. The lobbying report shows that N.T.E.A. raised about \$500,000 in 1949 and that it was spent roughly as follows:

General pay roll	\$100,000
Scott & Schuler retainer	50,000
Scott & Schuler expenses (except trains & planes)	10,000
Attorney & Leopold Retainers	15,000
Expenses, about 16 key persons (except trains & planes)	45,000



H. B. Yates, secretary  
Credit Union National Ass'n.

State Secretaries	35,000
Telephone	45,000
Rent & Light	15,000
Balance, (printed material, paid advertising trains, planes and miscellaneous)	135,000
	\$450,000

The National Associated Businessmen raised \$53,000 and Scott and Schuler took \$12,000 of this amount as their fee.

A study of the lobbying reports for the years of 1947, 48, 49 and 50 shows that the N.T.E.A. is continually losing contributors and having the donations reduced. During the past two years the N.T.E.A. has been attacking credit unions; this is nothing more than an attempt to open up a new field for solicitation. Loan companies are listed as financial supporters for the first time in the lobbying reports of 1950 and a loan company official appears as a national director of the N.T.E.A.

The N.T.E.A. influence on Congress is negligible, as many Congressmen know N.T.E.A. for what it is for from Congressional investigations and lobbying reports. Congress does pay attention to the people at home, and the N.T.E.A. through its luncheon speakers, newspaper, and radio advertising is fooling some of the people. Many corporation executives will not allow credit unions to be organized among their employees because they have been sold on the propaganda put out by the N.T.E.A. Texas at one time had a Banking Commissioner, who was also a State director of the N.T.E.A., and liquidated more credit unions than he chartered. The only way for the credit unions to counteract this propaganda is through speakers, official publications and the radio. Certainly the entire credit union membership should be given a clear understanding of business of the N.T.E.A.



# Gabriel Heatter to Broadcast for CREDIT UNIONS

*Cuna Mutual Sponsors  
National Broadcasts*

**O**ver 522 stations affiliated with the Mutual Broadcasting system will tell millions of people about credit unions. The first broadcast will be New Years Day, Tuesday, January 1 at 7:30 p. m. (Eastern Standard Time) and weekly thereafter. It will be necessary to check the program of your local Mutual Broadcasting station for possible delayed broadcasts.

It was hoped that the radio program for Canada could be announced at press time, but the maximum limit of sponsored time over the Canadian Broadcasting System has been committed. Plans for the Canadian broadcasts will likely be announced very soon.

Cuna Mutual set aside a reserve for radio broadcasting for some years. This year the J. Walter Thompson Company (one of the largest advertising companies) was selected to serve as agent and advisor, to the special radio committee headed by Joseph S. DeRamus, Managing Director of the Illinois Credit Union League.

## **A Tried and Tested Program**

Gabriel Heatter has one of the high listener ratings. He is known as a crusader for the underdog. The confidence that Mr. Heatter has won over the years has established sales records with sponsors.

Actually millions of people will have a chance to learn of credit unions.

## **Ads for Business Men**

One of the targets is to form new credit unions. Ads in U. S. News, Newsweek, Business Week, and Nations Business will be used to tell the advantages of credit unions for business, to offer further information and experienced organizational assistance. Over 18 million ad impressions are scheduled in these magazines of which a majority go to executives and department heads.

It is important to reach management because it is possible for management to initiate steps to form a credit union, and it is highly desirable to have management favorable should the idea come from employees, the personnel manager, or other organizers.

## **Cuna Mutual Board**

At the November meeting of the Cuna Mutual Board of Directors the date for the 1952 Biennial General Election was set for May 16, 1952 in Madison, Wisconsin.

Thomas W. Doig reported a gain of over \$100 million of coverage in force during the first 8 months of 1951. Coverage at the end of August exceeded \$700 million. Over 8000 credit unions now have Loan

Protection contracts and over 4500 have Life Savings contracts.

## **Report of the November Meeting CUNA Executive Committee**

Marion Gregory, president of the Credit Union National Association, remarked in his report: "The Southern Illinois Chapter, who is your host for these meetings, is extremely active. The credit unions here believe in and support all the programs of the Illinois Credit Union League and CUNA. They use the Bridge magazine, CUNA Mutual loan protection and life savings insurance. They help to organize new credit unions and subsidize the smaller ones in the first year of operation. They have never complained about high league or national dues; in fact, they believe that our central organizations should be better financed and are willing to do more than their part."

"The POP program is especially encouraging. Many leagues and many chapters that originally did not believe in or at least did not push the POP programs have held splendid meetings this year. The meetings at which I was present, were well attended, the people were enthusiastic and they did an excellent job of interesting outsiders in the credit union movement.

"... The Southern Illinois Chapter of Credit Unions believe that publicity and public relations are essential to the survival and growth of the movement. They believe that publicity and public relations are essential to the maintaining of good will and respect of all people in the community including business, labor, government, civic and church groups. They know that it takes money to finance a public relations program. In contributing to this fund, they have a greater feeling of belonging and ownership of the credit union movement. Besides this feeling of belonging and ownership and sponsorship, they have a strong missionary spirit because they have supported directly this program of the Credit Union National Association.

We in Southern Illinois believe that "Because we have been given much, we, too, shall give."

**Thomas W. Doig**, reported staff activity in 46 states and 7 provinces during the first 7 months of the fiscal year resulting in: 74 new credit unions, 94 new affiliations, 123 Loan Protection contracts, 124 Life Savings contracts, 126 individual insurance contracts, 138 bonds, 271 Bridge subscriptions, 5 new chapters, 3288 credit union officials contacted, 320 meetings with credit union boards, 342 chapter officials contacted, 871 league officials contacted, 72 chapter meetings attended, 73 league board meetings attended, 44 league executive meetings attended, and 111 meetings with other groups.

**POP PROGRAM:** "The promotion on international Credit Union Day throughout North America is really bearing fruit. It is still too early to give you a full report on just what is happening, but I can tell you this: the response is swelling in a great wave of enthusiasm, and the publicity we are getting is tremendous . . . We know radio was used extensively . . . We know chapters invited more public officials and persons of influence to their parties than ever before, and already it's doing a lot of good."

The last of the Management Good Will Messages have been mailed out. "We have been swamped with letters of appreciation and requests for extra copies . . . The messages were widely reprinted."

"... it would be illogical to try to provide complete publicity service for each and every credit union,

chapter, and league. We hope, rather, to provide the tools which credit unions, chapters, and leagues can use to carry on their own, personalized public relations work."

**THE CREDIT UNION BRIDGE**—During the past 12 months the subscriptions were increased by 1420 largely due to the efforts of the league and CUNA field staffs efforts to provide this flow of information to each director and committeeman.

#### EXECUTIVE COMMITTEE ACTIONS

Since the dues are set a year in advance at the annual meeting of the National Directors, and the Executive Committee has been requested to make its recommendation 6 months prior to the annual meeting — the recommendation for the 1952-53 year was voted at 9c per member with a maximum of \$13,000 per league.

On the recommendation of the Public Relations Finance Committee it was voted "that the expense of maintaining a public relations department should be sustained by our National organization and provision for this expense should be included in the budget to be financed by dues income." It was not the intent of the motion to displace the POP fund, but to provide administrative personnel to do the work.

The Executive Committee voted to seek legislation to include the Virgin Islands under the scope of the Federal Credit Union Act.

A membership drive was approved with a goal of 200,000 new members during a 3 month period beginning January 1, 1952.

#### Board Meeting Report CUNA Supply Cooperatives

The sales of CUNA Supply Cooperative increased 31.73% during the first 7 months of this fiscal year compared to the same period last year (\$205,918 compared to \$157,062).

The continuing growth of CUNA Supply sparked preliminary discussions to provide bigger presses, inventories, and capital to produce needed quantities.

Thomas W. Doig reported that he would request a renewal of the \$15,000 loan with the CUNA Mutual Insurance Society. Also that the Iowa Credit Union League was discontinuing its supply department and transferring the supplies on hand to CUNA Supply Cooperative. At a meeting in October

of the Canadian national directors and managing-directors, a start was made in an effort to standardize the forms used in Canada as a means for improving service and production costs.

The next meeting of the Board of Directors and also the membership meeting was set for May 15.

#### The Line of Credit Union Authority

1. Credit union members (one vote each) elect directors.
2. Credit union directors elect league directors.
3. League directors elect National Directors.
4. National Directors elect the Executive Committee.

#### Need Diligence?

A KINDLY OLD LADY could always find something good to say about anybody and everybody. One day, one of her grandsons said, "Grandma, I think you could say something good about the devil himself."

"Oh, no," she replied, "he is wholly evil." And then, after a moment of reflection, she added: "But I do think we might follow his example in diligence."—THE MARITIME CO-OPERATOR.

#### Bet on Your Credit Union

THE GREAT HORSE CITATION, recently retired, won more than a million bucks—\$1,085,760 to be exact. Yet his brilliant record is grim testimony to a fact that horse bettors already are aware of: Only horses beat horses regularly; people rarely beat them.

If you had wagered \$2 on the nose of Citation every time he ran, you would have made about enough to buy a pair of shoes. Citation ran in 43 betting races, won 31 times. Thus, at the rate of \$2 a race, you would have invested \$86. Citation's win mutuels totaled \$99.50 so you would have made a profit of \$13.50.

If you deposited \$86 in the credit union of the place where you work on April 22, 1947—the day Citation won his first race—the sum would have netted you \$14.59 by July 14, 1951, the date of Citation's last race. Thus, the credit union at four percent paid \$1.09 more than Citation—Dean Eagle in Louisville, Kentucky, COURIER-JOURNAL.



**FILENE** spent a fortune to give the credit union movement its start in America. He urged credit unions to form CUNA because he knew that in unity there is strength.



**RAIFFEISEN** showed the people of Germany how to pool their money and lend to each other at a low rate of interest, over 100 years ago. From this grew credit unions we know today.

## A WORLD-WIDE BROTHERHOOD

**Credit union people share their blessings through CUNA'S POP Program**

As a credit union member you're part of a world-wide brotherhood of people who have learned how to help themselves by helping others. We can be proud of the progress we have made, and of the service we are rendering to people all over North America.

While we count the millions who are credit union members, let us not forget the many more millions who desperately need credit union service and are not getting it. They are our responsibility.

Others who have gone before us did the pioneering work, got legis-

latures to pass laws allowing for the operation of credit unions, set up the state and provincial leagues, and the Credit Union National Association, the CUNA Mutual Insurance Society and our own CUNA Supply Cooperative. We are reaping the benefits of these efforts. We have an obligation to go on from here, to do our part.

Recognizing this, CUNA, on the centennial of credit unions in 1948 set up the POP Program—for Public relations, Organization and Publicity. Credit unions support this program by annual contributions.



**DEJARDINS**, who brought credit unions to North America, is shown in front of first credit union he organized at Levis, Quebec in 1940. Today there are 15,000 credit unions in North America.

### CREDIT UNIONS SERVE PEOPLE IN EVERY WALK OF LIFE

ON FARMS, IN MEAT PACKING HOUSES, IN POST OFFICES . . . and wherever else you go, you will find credit

union members. Today there are six million of them in North America—but millions more need credit unions.





## CREDIT UNIONS OPERATE ALL OVER THE WORLD



PHILIPPINE credit union serves bare footed workers.



PHILADELPHIA teachers' pine panelled credit union office.



HAWAIIAN credit union members meet for a picnic.



BRITISH HONDURAS officers' credit union meets outdoors.

The POP Program uses public events, such as the cornerstone laying of Filene House by the President of the U. S., to focus the spotlight of public attention on credit unions. It provides credit unions with public relations materials, such as the recent series of good will messages, and it spurs credit union people to work for good publicity in their own communities by occasions such as the annual observance of Credit Union Day.

Each year more and more credit union people are becoming aware of their personal responsibility to bring the credit union message to those who do not have credit union service.

AT CUNA MEETINGS credit union people meet from all over to solve problems, improve service, spread credit unions.

VISITORS from Mexico City and Alberta, Canada, meet at Filene House, international headquarters of CUNA. Above, right.





John Battaglia announces POP contributions

**S**outhern Illinois Chapter of Credit Unions is doing a top-notch job! It's a real ferment, working in all the credit unions in that area, building all of them. While at the CUNA Executive Committee meetings in East St. Louis in November, I talked with many members of this chapter to find out for you just how they did it, and what ideas they had to pass along to other credit union people.

"We have several outstanding chapters in the state and certainly Southern Illinois Chapter is one of them," says H. E. Schweizer, Field Representative for the Illinois Credit Union League.

#### Downpour Fails to Dampen Chapter Attendance

The September meeting was planned as a picnic at Buffalo Park, 15 miles out of East St. Louis.

## Southern Illinois Credit Union Chapter

*Wants the Public to Know about Credit Unions*

(This bunch believes in having fun along with business.) Stan Harris, CUNA Field Representative was the guest speaker. But on that day, there was a continuous downpour of rain, and the only shelter in the park was a pavillion. Armour Credit Union, host for the meeting, was sure it would be a flop, because of the weather. . . Nevertheless, in the midst of one of the worst rainstorms of the season, 150 people came out to the meeting! And they came from all over, too! Roy Rash, Treasurer of the Trades & Labor Credit Union in Mt. Vernon, Illinois, drove 65 miles to attend, and Harold Bergman, President of Salem Texaco Federal Credit Union in Salem came 75 miles for the occasion!

The Chapter operates with the various credit unions serving as hosts for the monthly meetings. Some of the larger credit unions are hosts the same month each year, and in some cases, several credit unions act as co-sponsors. Often the host provides door prizes, and souvenirs or samples of products produced by the host's company.

Refreshments are a standard part of Southern Illinois Chapter meet-

ings. "The lunch at the meeting is pretty important", said one member, "not only because it's sociable, but that's when we really get down to cases, and exchange ideas on operations and problems in our credit unions. We compare notes on progress too, and we all get a lift out of it."

This Chapter is CUNA President Marion Gregory's home chapter, and he's a "real dynamo" when it comes to credit union work, the other members agree.

John Battaglia, Vice-President of the chapter, and a member of the Arrow-S Credit Union, is another live-wire. He's POP Committee chairman, and spent four months engineering the big POP Dinner Party in East St. Louis in November, at which \$3,400 was raised. He knows how to get others to work too. "Never forget to write a letter of thanks to all who help", he advises.

Another key figure in the chapter is Leonard Ingram, Treasurer of the Armour Credit Union, who is probably the oldest active credit union booster in the area. The "event that changed his life" was a meeting in St. Louis in 1931 at which Edward A. Filene, Roy Ber-



### SOUTHERN ILLINOIS RAISES \$3,900 FOR POP FUND

Here in the parade of checks at the POP Dinner held in East St. Louis November 9. Commented Marion Gregory, CUNA President, about his chapter's efforts: "Our people believe very strongly in contributing to this fund. They believe that publicity and public relations are essential to the survival and growth of the movement . . . they know that it takes money . . ."

gengren and Claude Orchard were present, and the credit union idea was explained. Ingram has been active in church work, and saw in the credit union a way to apply his spiritual principles in everyday life. It seemed to him that the credit union was financial brotherhood, in which there was no place for selfishness and graft.

Soon he became so interested in credit unions that he began spending four and six nights a week on credit union work, and went as far away as Litchfield, about 67 miles, at his own expense to organize a credit union. Here we see another key to the success of the chapter: unselfish service.

Ingram says, "Nobody worries too much about who is elected to any particular job; the important thing is that everybody works and helps to find ways to making progress and serving others."

#### House to House

This willingness to really work is evidenced by Rose Nevener and Marcella Walker. When the Catholic Credit Union in Belleville was organized, these two girls spent practically every night for the first six months making personal visits to the homes of the parishioners, talking to them about the credit union. They went to the largest families first, figuring they'd most likely need credit union service! The credit union has grown to approximately \$175,000 in assets, no doubt due in large measure to the fact that it was peddled from house to house!

Now the Catholic Credit Union has formed a Junior credit union in the high school, in which students had saved over \$2,500 in the first seven months. The juniors have their own board, credit and



Thomas Briggs, president  
Southern Illinois Credit Union Chapter



Rose Nevener has POP checks in hand. Another contributor (failed to get name) has just handed his POP check to Leonard Ingram, chairman of the chapter POP Fund Committee.

supervisory committees. Credit unions now are a part of the school's economic classes, and a new crop of ardent credit unionists is being raised in the Southern Illinois Chapter!

#### Active in League

The Chapter takes an active part in Illinois League affairs, too. Back in the thirties, when that section of Illinois was not represented on the state league board, Mr. Ingram supported the election of Marion Gregory, who became the first representative from that section. In the next year or so, Mr. Ingram was also elected a member of the State League Board.

#### Armour Success Story

Working in this spirit, the East St. Louis Armour Credit Union has grown from a little group operated nights, as all the board members worked in the plant all day, to a million dollar business with its own office, and a full time staff. It has been so successful that the Armour Company sent Mr. Ingram on a tour of credit unions in other Armour plants, to help them improve their services.

Armour members in East St. Louis really have the credit union spirit, too. Ingram mentioned that a few days ago one of the boys in the plant came into the office and said he heard they were collecting money to spread the credit union to more people. He said he'd been helped a lot by the credit union and now he wanted to help—so he

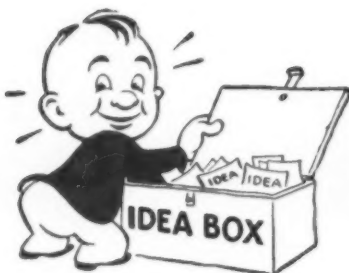
dug into his pocket, and gave \$2 to the POP Fund. "The spirit in which he gave that \$2 was touching . . . it was more impressive to me than the \$1000 our credit union gave to the POP Program," Ingram said.

#### A Pledge That Paid Off

Harry Thebeau, treasurer of a church credit union in Madison, Illinois, says the chapter was not always as strong as it is today. It was built with work, and enthusiasm. Back in 1943 he remembers a chapter meeting at which all present made a pledge to bring another person to the next meeting. "The chapter has never since worried about attendance at a chapter meeting," Thebeau said. "On one very cold night we expected a small turnout, but they came anyhow, and the sandwiches we'd prepared wouldn't begin to go around!"

Mr. Thebeau brought two new members of his board of directors to the meeting the night I talked with him, and he said already they showed much more interest in credit union affairs.

Willingness and enthusiasm are more important than brains in building a good credit union, and good chapters, according to Thebeau. "The real education is to be had at chapter meetings when we get together with others and exchange experiences about the problems that face credit unions and their members now. . . If you're really interested, you pick up the procedures in a hurry."



## Idea Exchange

**H**ERE ARE NEW AND TRIED publicity ideas. Ideas in the mind of the member is the first step to his participation in the credit union. Credit union understanding widens the field of opportunity and happiness for the present and potential members.

THE CREDIT UNION BRIDGE suggests:

1. that you mark and use the ideas which attract you.
2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.
3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.
4. that mats of Idea Exchange Features may be purchased for 30c each from The Credit Union Bridge for printing uses. (See below).
5. that each release contains full directions as to where and when credit union service is available.

Please send copies of all your publicity material to The Credit Union Bridge. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

### MATS AVAILABLE

Mats, from which cuts for reproduction may be economically made, are available for Idea Exchange features when so indicated beneath the feature. These cost 30 cents each. Orders should be sent, and checks made payable to The Credit Union Bridge, Madison 1, Wisconsin.

### Have You a Dividend?

While making the monthly check of the members' ledgers your treasurer noticed that 46 members have not visited the credit union office since the annual meeting and as a result are not aware of the amount of money which they received as a dividend on their savings for 1949. We would like to see those members whose passbooks are not up to date, so that we may pass on their divi-

dends to them. Just look around for it, dust it off, and bring it in to the office.—*St. Patrick's Parish Credit Union, Ottawa, Ontario.*



The welcome mat is out for you.

Come, join your credit union friends.

A few small coins, deposited

On every pay day, blends

With friendly credit union loans—

Ergo: your money worry ends.

(Mat of the above feature available; see column one, page 16)



"Love and kisses. Sweetheart! Darling!

Happy Valentine Day."

Credit union loans and savings

Bring love dreams true, to stay.

(Mat of the above feature available; see page 16, column one.)

### Another Service

As an extra service, your credit union offers an automobile insurance program tailor-made for credit union members.

This new program provides:  
Immediate and better protection.  
Prompt, fair claim settlements.  
Standard rates with substantial dividend savings.

Faster loan service because of automatic loss payable clause.—*Fort Randall Federal Credit Union, Ft. Randall, South Dakota.*

### Loans and Savings Are Easy Through I-S Credit Union

One of the most popular spots at I-S is the little brick building across from Gate 2 on Wood Street. Just looking at it no one would ever guess that many thousands of dollars belonging to employees is saved and borrowed here.

It is the office of our credit union, operated and controlled by employees. Through payroll deductions or direct deposits you may save up to \$60 per month here. The advantage of this employee service cannot be overstressed to the new man or woman who comes to I-S. Many members have often said, "If I had only joined when I first started working here I'd have a lot of money by now."

The credit union also lends money to its members at a reasonable rate of interest. At the end of the year most of the interest is divided among the shareholders in the form of a dividend.

If you need some extra cash and



### February Poster

Here is a friendly "Membership Drive" poster. One on every bulletin board will spark your drive.

Posters are 10½ by 14 inches. Single copies cost 25c each; additional copies in same mailing (2)½c each—all less 20% discount to member credit unions in USA. Subscriptions to 12 monthly posters are 10 times above prices. (Mats of above cut available; see column one.)



## Idea Exchange

you belong to the credit union, that is the place to borrow it. The rate of interest is 1% on the unpaid balance per month.

The men who direct the activities of the credit union are elected by the share holders at an annual meeting. With the exception of the treasurer they serve without pay. —FORGING AHEAD, *Wyman-Gordon Company, Harvey, Illinois.*

## It's Like Cold Water

Remember the sensation of seashore bathing in a cold surf? First, wet ankles—and cold—"Oh, brother, I'll never make it," you think. Then you get accustomed to it and go in knee deep. It's still cold—"this is as far as I go." But again you become acclimated and out a bit farther. You know the rest—even-

tually you're all the way in plunging about in the exhilarating, refreshing coolness of the water wondering how you could have ever hesitated.

Did you ever think of thrift as a parallel? Are you only ankle deep in savings? If so, get in knee deep; increase your payroll deductions to the knee deep stage. Then four or five months from now go hip deep, later waist deep. Finally you'll be plunging into the comforting knowledge of accumulating ever increasing savings, wondering why you didn't start sooner.—PANAIR CREDIT UNION NEWS, *Panair Credit Union*. Miami, Florida.

**MEMO: To All Members:**

As Treasurer of your credit union, I'd like to submit this report, and to thank all members for their

splendid co-operation in getting this credit union in gear and on its way to the service of its members. So far you have made it possible for 15 members to obtain loans, and each borrower has expressed, in one way or another, gratefulness for your making available your savings so they could, through necessity, borrow at nominal cost. Another real source of satisfaction is the great number of members that have formed a regular savings habit. That average member has put aside \$13 in less than three months.

Remember, we are in business for two important reasons:—

1. To make loans.
2. To encourage savings.

LET US SERVE YOU.

—*Tobacco Workers Credit Union,  
Hamilton, Ontario.*

## LOAN PAID OFF SHARES DOUBLED

This is an example of claim on "Borrowing to Build a Cash Reserve and an Estate." A loan of \$1000.00 was made January 10, 1949 for purchasing shares. As of January 10, 1949, the member was charged with a \$1000.00 loan and credited with \$1000.00 additional shares.

In November, 1949, the member was killed. Checks were received in December, 1949 paying the loan balance of \$954.08 plus \$3.50 of interest due and \$1000.00 to add to the share account in which there was already \$1020.00. The widow received the paid off note and \$2020.00 from the share account.

**Planned  
Thoughtfulness  
Paid Off Again.**

## What Are **YOU** Doing?

## Planned Thoughtfulness Paid Off Again.

### What Are YOU Doing?

## Paid in Full

# CUNA MUTUAL INSURANCE SOCIETY

INCORPORATED IN THE STATE OF WISCONSIN  
 HOME OFFICE: MADISON 1, WISCONSIN • P. O. BOX 391

### LOAN ACCOUNT

DATE	AMOUNT	INTEREST	PAID TO DATE	PAID IN FULL	BALANCE
1-15-48	5.00	2.00	5.00		1000.00
2-15-48	4.00	1.00	5.00		985.00
3-15-48	4.00	1.00	5.00		970.00
4-15-48	4.00	1.00	5.00		955.00
5-15-48	4.00	1.00	5.00		940.00
6-15-48	4.00	1.00	5.00		925.00
7-15-48	4.00	1.00	5.00		910.00
8-15-48	4.00	1.00	5.00		895.00
9-15-48	4.00	1.00	5.00		880.00
10-15-48	4.00	1.00	5.00		865.00
11-15-48	4.00	1.00	5.00		850.00
12-15-48	4.00	1.00	5.00		835.00
1-15-49	4.00	1.00	5.00		820.00
2-15-49	4.00	1.00	5.00		805.00
3-15-49	4.00	1.00	5.00		790.00
4-15-49	4.00	1.00	5.00		775.00
5-15-49	4.00	1.00	5.00		760.00
6-15-49	4.00	1.00	5.00		745.00
7-15-49	4.00	1.00	5.00		730.00
8-15-49	4.00	1.00	5.00		715.00
9-15-49	4.00	1.00	5.00		700.00
10-15-49	4.00	1.00	5.00		685.00
11-15-49	4.00	1.00	5.00		670.00
12-15-49	4.00	1.00	5.00		655.00
1-15-50	4.00	1.00	5.00		640.00
2-15-50	4.00	1.00	5.00		625.00
3-15-50	4.00	1.00	5.00		610.00
4-15-50	4.00	1.00	5.00		595.00
5-15-50	4.00	1.00	5.00		580.00
6-15-50	4.00	1.00	5.00		565.00
7-15-50	4.00	1.00	5.00		550.00
8-15-50	4.00	1.00	5.00		535.00
9-15-50	4.00	1.00	5.00		520.00
10-15-50	4.00	1.00	5.00		505.00
11-15-50	4.00	1.00	5.00		490.00
12-15-50	4.00	1.00	5.00		475.00
1-15-51	4.00	1.00	5.00		460.00
2-15-51	4.00	1.00	5.00		445.00
3-15-51	4.00	1.00	5.00		430.00
4-15-51	4.00	1.00	5.00		415.00
5-15-51	4.00	1.00	5.00		400.00
6-15-51	4.00	1.00	5.00		385.00
7-15-51	4.00	1.00	5.00		370.00
8-15-51	4.00	1.00	5.00		355.00
9-15-51	4.00	1.00	5.00		340.00
10-15-51	4.00	1.00	5.00		325.00
11-15-51	4.00	1.00	5.00		310.00
12-15-51	4.00	1.00	5.00		295.00
1-15-52	4.00	1.00	5.00		280.00
2-15-52	4.00	1.00	5.00		265.00
3-15-52	4.00	1.00	5.00		250.00
4-15-52	4.00	1.00	5.00		235.00
5-15-52	4.00	1.00	5.00		220.00
6-15-52	4.00	1.00	5.00		205.00
7-15-52	4.00	1.00	5.00		190.00



# Central District First To Top Its Quota 97 New Credit Unions In November

By W. B. Tenney  
Assistant Director of Organization

**D**URING NOVEMBER, a total of 97 new credit unions were reported by 30 states and provinces. This was 19 less than November last year, but 11 more than last month. Leading leagues for the month were: Ontario, with 16; Michigan, with 12; Texas and Vermont, with 8 each; British Columbia and Florida, with 4 each. Pennsylvania dropped from senior membership in the one-or-more-each-month club after completing 33 months of membership. That brings the senior group down to 5 leagues—California, Ohio, Texas, Illinois, and Michigan.

Junior members remain the same as last month with Florida, Georgia and Ontario still in position to join the senior group by scoring in each month until the end of February. California has now completed five years in which they have reported one or more each month. Ohio is but one month behind.

## New Credit Union Drive

Three-fourths of the 12 month Drive period is over at the end of November and our total is 868 new credit unions. This is 32 short of our 100 per month quota at this point, but does compare very well with the 803 recorded for the same months last year; the 737 for the same period of 1949; and the 626 we achieved in the same time during 1948. It is still highly possible to reach our 1200 goal by the end of February if all of us pitch in just a little harder in the remaining months. Leading leagues for the 9 months are: Illinois, with 88; Ontario, with 75; Michigan, with 73; California, with 58; Texas, with 52. It is almost certain that Illinois will go over the 100 mark and strongly possible that Ontario and Michigan may also reach that goal. The Central District went over its quota at the end of November and became the first to do so in the current Drive. The Southern District moved within easy reach and the Western District is very few credit unions short of its quota at this point in the Drive.

Here are the District standings at the end of November:

District	Quota	Organized	Percent
Central	185	196	106
Southern	225	293	99
Western	159	189	72
Eastern	190	129	68
Canadian	185	121	65
Northeastern	149	41	45
Midwestern	125	44	35

Michigan, Utah, and Vermont joined the 100% class during November. There are 19 other leagues which could reach their quota by organizing 5 or less credit unions in the remaining 3 months. We hope a great many of these will make the most of their opportunity. Here are the standings of all leagues at the end of November:

League	Quota	Organized	Percent
Illinois	72	88	122
Michigan	66	73	110
Wisconsin	24	22	91
Indiana	23	13	57

## SOUTHERN DISTRICT

Puerto Rico	9	17	188
British West Indies	5	8	160
Georgia	17	24	141
Florida	22	30	136
Arkansas	6	7	117
Louisiana	23	25	109
Texas	55	62	94
Alabama	18	14	77
South Carolina	4	4	75
Kentucky	13	7	53
Oklahoma	10	5	50
Mississippi	5	2	40
Tennessee	18	6	33
North Carolina	17	3	18
America Canal Zone	1	0	0
Canada	2	0	0

## WESTERN DISTRICT

New Mexico	2	5	250
Arizona	3	6	200
Alaska	0	2	200
Wyoming	2	3	150
Montana	3	4	133
Utah	8	9	122
Hawaii	5	4	80
California	81	58	71
Colorado	12	8	67
Washington	20	7	35
Idaho	3	1	33
Oregon	9	2	22
Nevada	2	0	0

## EASTERN DISTRICT

New Jersey	28	27	96
Virginia	15	12	80
Ohio	60	46	75
District of Columbia	8	6	75
Pennsylvania	59	33	56
West Virginia	10	3	30
Maryland	18	2	17
Delaware	1	0	0

## CANADIAN DISTRICT

Ontario	55	75	136
Quebec	7	9	120
British Columbia	24	13	54
Newfoundland	3	1	30
Manitoba	18	7	39
Saskatchewan	26	8	33
Nova Scotia	20	8	25
Alberta	20	3	15
Prince Edward Island	6	0	0
New Brunswick	7	0	0

## NORTHEASTERN DISTRICT

Vermont	7	11	157
New Hampshire	5	3	60
Connecticut	27	14	51
Maine	8	3	37
Massachusetts	28	10	35
New York	55	18	33
Rhode Island	10	2	20

## MIDWESTERN DISTRICT

North Dakota	6	4	67
South Dakota	6	3	50
Kansas	17	8	47
Minnesota	25	9	36
Iowa	23	7	30
Nebraska	13	4	30
Missouri	35	9	26

## League Honor Roll

There are 26 leagues listed on the Honor Roll at the end of November. This is 1 more than last month, but there were several changes. California and North Dakota dropped from the list, while Alabama, Hawaii and Vermont are newcomers. All but 9 of the list have reached 100% or more and will remain on the Roll. Here are the leagues that achieved 75% or more and therefore appear on the Honor Roll for the end of November:

League	Quota	Organized	Percent
New Mexico	2	5	250
Arizona	3	6	200
Alaska	0	2	200
Puerto Rico	9	17	188
British West Indies	5	8	160
Vermont	7	11	157
Wyoming	2	3	150
Georgia	17	24	141
Ontario	55	75	136
Florida	22	30	136
Montana	3	4	133
Quebec	7	9	120
Illinois	72	88	122
Utah	8	9	122
Arkansas	6	7	117
Michigan	66	73	110
Louisiana	23	25	109
New Jersey	28	27	96
Texas	55	52	94
Wisconsin	24	22	91
Virginia	15	12	80
Hawaii	5	4	80
Alabama	18	14	77
Ohio	60	46	75
District of Columbia	8	6	75
South Carolina	4	3	75

## National Director Honor Roll

There was a little more activity in organizing new credit unions on the part of National Directors. During November, 17 more credit unions were reported and 4 new names were added to the list. At the end of November, a total of 65 new credit unions had been reported by 33 Directors and Alternates. The number of credit unions is gratifying, but we are a bit dis-

appointed with the number of persons participating in this effort. We do hope the remainder of the Directors and Alternates will get busy in the next few months and qualify for the list. Here is the National Director Honor Roll at the end of November:

José Jean Areibald, British Columbia (A)*	2
H. A. Iverson, Connecticut	1
L. B. Kilburn, Connecticut	1
L. R. Nixon, Connecticut*	5
J. H. Allen, Florida	2
H. Claywell, Florida	1
F. L. Andrews, Florida (A)*	4
C. Hudson, Hawaii*	1
M. F. Gregory, Illinois	2
W. Alzman, Indiana	1
M. A. Verkuilen, Indiana (A)	1
P. L. Moore, Kentucky	1
B. Blumenhal, Maine	1
D. G. Reimer, Manitoba*	1
E. Bernhardt, Maryland	1
M. H. Wideman, Maryland	1
A. C. Gartland, Massachusetts (A)*	3
D. Arsenault, Michigan	3
S. H. Myers, Mississippi*	1
W. H. Martin, Montana (A)*	2
S. Stahl, New York (A)*	1
B. L. Webster, North Carolina (A)*	3
J. D. N. MacDonald, Nova Scotia	2
R. G. Bendel, Oklahoma*	2
C. J. Watson, Ontario	1
F. D. Read, Rhode Island*	2
C. E. Burdick, Texas	4
C. W. Hudson, Texas	1
S. D. Jackman, Texas	1
J. M. Barry, Texas (A)*	4
H. T. Sanderson, Texas (A)	1
K. S. Little, Utah*	1
M. E. Steele, Utah (A)	2
*Full time league employee	
**Part time league employee	
(A)Alternate Director	

#### Volunteer Organizers Contest

Activity in the Volunteer Organizers Contest fell off a little during November. No new names were added and only 3 additional credit unions were reported. As the contest now stands, 3 of the contestants are certain of a prize and 4 others are but 1 credit union each away from the winning circle. Several of the others can share in the prizes if they get busy in the remaining months. We would be very happy to see all of the contestants in the money winning bracket by the end of February. Here are the standings of the contestants at the end of November:

W. Richards, Ohio	2
J. Moore, Quebec	7
V. Forath, Pennsylvania	5
J. Armstrong, Illinois	4
L. deMasterson, Louisiana	4
T. Williams, Ohio	4
C. Burdick, Texas	4
R. Johnson, California	3
A. LeRoux, Michigan	3
E. Joiner, Florida	3
M. Gregory, Illinois	2
H. Karel, Michigan	2
T. Landers, Michigan	2
C. Watson, Ontario	2
E. Ferguson, Tennessee	2
F. Davis, California	1
G. Laumann, California	1
M. Wideman, Maryland	1
R. Law, Michigan	1
G. Vanderwall, Michigan	1
G. Scott, Ontario	1
G. Bendler, Pennsylvania	1
E. Billett, Pennsylvania	1
N. Long, Pennsylvania	1
W. Palmer, Pennsylvania	1
J. Ubrine, Pennsylvania	1
W. Davidson, Virginia	1

Any volunteer organizer can enter the contest and every contestant can win a prize. The rules provide that the contestant who organizes

the greatest number of new credit unions within the contest period, from March 1, 1951 through February 29, 1952, will win the \$100 first prize and will have expenses paid by CUNA to attend the annual meeting in Madison in May, 1952, if not a National Director. Other contestants who organize 5 or more credit unions within the contest period will receive a \$50 prize. Duplicate prizes will be awarded in event of a tie. Each person who enters the contest and reports one or more new credit unions will receive a copy of "Liberal's Progress", the

biography of Edward A. Filene, written by Gerald W. Johnson. Enter the contest today and start toward one of the prizes. Follow these simple rules:

1—Send a letter to Mr. T. W. Doig, Managing Director, Credit

#### Credit Union Manager Available

Experienced Federal Credit Union manager available due to reduction in personnel on 30 to 60 days notice; age 41 with family; experienced in accounting, credits and collection, insurance, and office management. Write The Credit Union Bridge.



#### Here's a get-ahead tip for the new year

It's easier, and much more interesting to practice the save-something-every-payday habit if you use the CUNA Calendar Bank—THE credit union bank.

1. A nickle, dime, or quarter changes the days.
2. A quarter changes the months.
3. There's also a special slot for occasional folding money to speed the cause along.

Order from your league supply department or

**Cuna Supply Cooperative**  
Madison 1, Wisconsin; in Canada, Hamilton, Ontario

Owned and operated by credit unions through their leagues.

Union National Association, P. O. Box 431, Madison 1, Wisconsin advising him of your desire to enter the contest and listing any credit unions you have organized since March 1, 1951.

2—Soon after the organization of each additional credit union, advise Mr. Doig of that fact.

3—On or before March 31, 1952, send Mr. Doig a complete list of all the credit unions you have organized during the contest period.

With your letter of entry, request the free Volunteer Organizers Kit of useful material to help you with your work.

## Over \$21,000 in POP Fund

Central Illinois Ralph G. Long Chapter  
Raises \$4,000 For Public Relations

A record-breaking \$4,000 was invested in public relations by the Central Illinois Ralph G. Long Chapter, with every active credit union in the chapter contributing to the POP Fund this fall.

Ed Arnold, Treasurer of the Decatur Wabash Credit Union which contributed \$3,000, forwarded the checks with this comment:

"This list carries the names of every active credit union in this chapter. Some that have not been in operation four months as of this date contributed at least \$2.00. One of the newer ones made up a pot of \$10 from the board of directors' personal donations." The chapter itself contributed \$50, in addition to the checks from 52 credit unions.

Credit unions throughout North America have invested close to \$21,000 in the POP Program by December 10. The money in the POP Fund is used exclusively to promote the credit union movement. The letters POP stand for Public relations, Organization and Publicity.

The POP Program is CUNA's year-round public relations program. Its purpose is to increase knowledge, understanding and appreciation of the value of credit unions, both among credit union members, and the general public.

Each fall the POP Program sponsors the international observance of Credit Union Day to focus public attention on the credit union

movement. This annual event has done much to build the prestige of credit unions in their communities. The POP Program provides posters and other publicity materials to help credit union people get the most out of Credit Union Day. Each year the celebration grows, and the good advertising for credit unions increases many times over.

The series of eight good will messages on the benefits of credit unions that went to all credit unions in the U.S. and Canada, was one of this year's POP Program services.

"We're not waiting—we're going right ahead developing new public relations services for credit unions, leagues and chapters, to help them do a better job, increase membership and gain more public recognition", says C. F. Eikel, Jr. "You have asked us for these services and we are confident that you will give us the financial support we need to do this job for you."

Each credit union is asked to invest at least \$10—and as much more as they can afford—in the POP Program. "It's not too late to send in your credit union's investment in the POP Fund," commented Eikel, "This is a year-round effort, and needs year-round support. The more you contribute, the more services we can provide."

## The Red Cross Bloodmobile Visits CUNA

To help with the emergency need for blood donors many of the CUNA employees signed up as prospects.

A record card is established for each donor. Picture (1) shows a volunteer Red Cross worker putting the initial information on the card. In the background are employees waiting their turn to start thru the donor procedure.

(2) Another volunteer nurse takes the temperature and records it on the card, which the donor carries along thru the line.

(3) The donor is weighed. Next (4) the donor is asked to lie down.

(4) A preliminary blood and blood-pressure test is taken by a trained nurse, and a history of previous diseases.

(5) The blood is siphoned into special bottles from which the air has been removed to provide suction.

(6) Samples of the blood are placed in a case for further laboratory tests.

(7) The refrigerated chests in which the blood is shipped. In this instance all 41 pints of blood went to the armed forces.

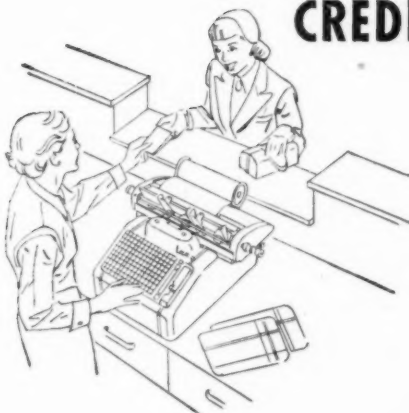




Errors reduced — costs lowered — service improved

# WITH **Sensimatic**

## CREDIT UNION ACCOUNTING



THE introduction of the revolutionary new Burroughs Sensimatic Accounting Machine has brought the advantages of mechanized accounting within the reach of every credit union. It has resulted in the development of new Burroughs accounting plans, approved by the Bureau of Federal Credit Unions, which greatly reduce operating expense and permit vastly improved service to members. The Sensimatic has proved its superiority for either Cash or Payroll Deduction systems. Read, in the next column, what some of these credit union users have to say.

WHEREVER THERE'S BUSINESS THERE'S

# Burroughs

Learn more about the new and better methods of Credit Union Accounting, and the new Burroughs Sensimatic Accounting Machine. Fill out and mail the handy coupon today.

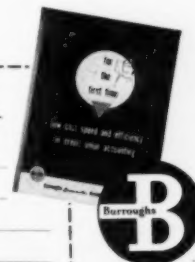
Burroughs Adding Machine Company, Detroit 32, Michigan  
Please send me a copy of the booklet, "For the First Time—Low-Cost Speed and Efficiency in Credit Union Accounting."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Title \_\_\_\_\_ Credit Union \_\_\_\_\_



**Ann Arbor Telephone Employees' Credit Union, Ann Arbor, Mich.**—"Six months ago we installed a Burroughs Sensimatic on our accounting work. Formerly we were doing the accounting work for about 660 members by hand. Many hours were spent at the end of each month both by the office staff and by the officers in tracking down errors. Since we installed the Sensimatic, our accounting errors have been reduced to a minimum. Each step of the work is proved immediately after each posting run and as a result our books are in balance at all times. We have been able to cut our office staff to one person. Thus, we feel that the machine will pay for itself in a short time and continue to give us a good return on our investment."

**U. S. Navy Field Branch, Federal Credit Union, Cleveland, Ohio**—"Several months ago, we began using the Burroughs Sensimatic. We are pleased to report that the results have been very satisfactory. We are serving our members in less time and are maintaining accurate and neat records. In short, our Burroughs system does a more complete job in less time with much less effort. We recommend it highly."

**Carter Credit Union, St. Louis, Mo.**—"This machine has materially helped us in several ways. A great deal of time has been saved due to mechanization. Our records are much neater than our previous records, kept manually. Installation was made easily. Its simplicity of operation, due to its many automatic features, was one of the deciding factors in our purchase. The ability to also use this machine for miscellaneous adding is a decided advantage. We would be glad to recommend the Sensimatic to any credit union considering mechanization."



# The Way I See It

## Those Pleasant Relationships

FROM: THE CALIFORNIA CREDIT UNION DIGEST.

Are we forgetting the true meaning of credit union philosophy in our zeal to enlarge and promote the assets of our individual credit unions?

Are we turning our backs on the foundation upon which we were built—that of helping our fellowman by extending the hand of friendship to him, and granting him a cordial welcome in his hour of need—remembering he is one of us, and not just another customer to be dealt with in a cold, hard, business-like manner?

Are we not, as individual credit unions, getting out of the helping hand stage and developing into big businesses?

Do you remember the days before you got too big—the pleasant relationship you had with the members? You could spare a little time to inquire about the welfare of a member's family, and to hear about the cute stunts Junior pulled, etc.

Now, the attitude is more or less one of "State your business, fill out an application, and wait for the Credit Committee's decision! Next, please! . . ." Possibly if we had more small credit unions and fewer large units, we would have less bickering, less worry about taxes, happier relations with our League, and more harmonious feeling nationally; and, we most certainly could be of greater service not only financially to our members—but we would recapture that almost extinct basis upon which the Credit Union Movement was founded—that of helping your fellowman!—by William C. Astley.

## Credit Union As Viewed By a Director

FROM: THE MINNESOTA CREDIT UNION WAY.

I have been connected with the credit union movement since 1935, in capacities of shareholder, borrower, treasurer, and president of our own individual credit union, as well as director of the Hennepin County Chapter, Minnesota League

of Credit Unions and the Minnesota Central Credit Union. It has given me an opportunity to observe the workings of the credit union from all angles—from both sides of the fence. I am convinced that the credit union movement is a very democratic organization, with no boundaries as to race, creed or color.

The slogan "not for profit, not for charity, but for service" did not impress me until I personally observed some of the services rendered to credit union members. The number of members who have been straightened out financially—the number of members who have been helped with home financing—the number of members who with credit union advice and counsel have become systematic savers—and a thousand and one other worthy instances.

One of the most touching experiences of my whole life occurred only recently, when I had the opportunity of handing a note marked "paid in full" to the beneficiaries of an incapacitated co-worker, now deceased, the balance of the loan having been paid by CUNA Mutual Insurance Society. This, as well as a number of other experiences, has been a shot in the arm to me, and has given me an even greater desire to add my bit to the furtherance of the movement.

The directors and committees of the Minnesota Central are at all times endeavoring to give the ultimate of service and co-operation to its members, so far as the statutes will permit. They are, at the same time, endeavoring to build a strong, permanent organization, of which its members can be justly proud. The growth of the Minnesota Central Credit Union to its present size, approximately one million dollars, is due to the splendid co-operation of its entire membership—management—directors and committees, who are always alert to improve it. A continuation of this excellent spirit is bound to result in the Minnesota Central Credit Union continuing to be an organization highly regarded and respected in this great State of ours.

This is the credit union move-

ment, as seen by this director.—B. N. Epland.

## Services Appreciated

FROM: CALIFORNIA CREDIT UNION DIGEST

Tony Smith of Fresno writes "Our CUNA Mutual Insurance Society is a wonderful organization. It operates very efficiently and friendly. In the past few months we lost six members, all heads of families, with a loan aggregate of approximately \$2500. The largest was \$949.29, the smallest, \$120. We were very glad to present the paid note to these widows instead of presenting a bill for balance due."

Mrs. C. F. wrote as follows, "Mr. F. passed away after two months of illness with weeks of hospital and doctors, which you know costs a great deal of money. When I was reminded there would be no further payments on the loan, I was very thankful and greatly relieved."

A credit union in Los Angeles writes of a loan protection claim paid in the amount of \$60.90. "If it had not been for the borrower's insurance, our credit union would have had to stand the loss. We are grateful that we carried this insurance."

A credit union in Oakland thought their member was "one of the best we ever had. He had been buying a home in East Oakland and borrowed money from the credit union to help fix it up. His loan was about two-thirds paid, when he contacted tuberculosis and he has been off work since March of 1950 and does not expect to return to work for another six months. . . . He made payments whenever he could finally getting his loan down to \$107. It was at that time we were told by CUNA that his claim would be accepted. However, we nor Mr.

had the faintest idea that payment of more than \$107 would be made. When the check for \$356.12 . . . came, we made the refund . . . for all of the payments made since the first day his disability began his family found it hard to believe. They were in a desperate spot for additional money and it seemed like their prayers were answered. I understand there are credit unions who do not have loan protection insurance, but I cannot understand why."

## COVER PICTURE

Marguerite Schmitz, a Red Cross nurse, observes Rosa Strand, one of the CUNA donors. In the background Carol Peronto also has a big smile as a donor.



**"I SAW IT COMING, AND I COULDN'T DO A THING ABOUT IT."**

It was a wet, slippery night, and I was taking my sweet old time driving across town. But no matter how careful you are, there are some things you just can't avoid. . . When I got to Lake Street and saw that fellow pull across without stopping, I knew I was in for trouble. I saw it coming, but I couldn't do a thing about it; it was too slippery. . . Well, my car was really banged up, but I felt lucky to get out alive!

Was I glad I had credit union auto insurance!  
It means a lot to be dealing with friends at a time like that!

They settled that claim fair and square, and right away, too!

When we bought this car last year, of course I went to our credit union for the loan, and saved money. I got the insurance there too. It was handy, and I knew it was a good policy if I got it at the credit union. . . I never thought much about it again. But I'm sure glad I did it that way now!

USE THE CUNA AUTOMOBILE INSURANCE PROGRAM FOR DEPENDABLE AND COMPLETE SERVICE

For further information write CUNA or our Credit Union Insurance Department.



*Employers Mutuals of Wausau*

Credit Union Insurance Department: Wausau, Wisconsin

Safe and happy today . . . but what about tomorrow?  
If his paychecks stop, how will they live?



**CUNA MUTUAL INSURANCE SOCIETY**

MADISON, WISCONSIN • HAMILTON, ONTARIO

Without obligation please send me full information about CUNA Mutual life insurance and its cost.

Name

Address

Date of Birth

Credit Union

**START THE NEW YEAR RIGHT!** Look over your insurance needs now; make sure your family is protected!

**SAVE MONEY!** Buy direct by mail from your own credit union insurance company, CUNA Mutual, and save as much as 25% on premiums! Yes, CUNA Mutual pays no commissions, and passes savings on to you.

**FREE HELP!** A trained insurance counsellor will plan an insurance program for you, specially to fit your family, your income. No obligation whatsoever.

**WE SEND YOU ALL THE FACTS!** You decide for yourself. No one pushes you to buy!

**SEND THE COUPON TODAY . . .** Tomorrow may be too late!